

STATE OF SOUTH DAKOTA
Statement of Legal Newspaper Ownership and Circulation

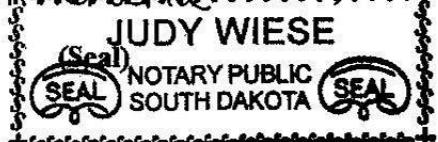
Return to: Secretary of State, 500 E. Capitol, Pierre, SD 57501-5077

1. TITLE OF NEWSPAPER <i>Argus Leader</i>		2. DATE OF FILING <i>10-1-01</i>
3. FREQUENCY OF ISSUE <i>Daily + Sunday</i>	3A. NO. OF ISSUES PUBLISHED ANNUALLY <i>365</i>	3B. ANNUAL SUBSCRIPTION PRICE <i>247.00</i>
4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP+4 Code) (Not printers) <i>PO Box 5034 S7 SD 57117</i>		
5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHER (Not printers) <i>Same as 4</i>		
6. FULL NAME OF PUBLISHER: <i>Arnold H. Garson</i>		
7. OWNER (If owned by a corporation, its name and address must be stated and list on the back of this form the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.) FULL NAME <i>Multi media holdings Inc</i> COMPLETE MAILING ADDRESS <i>Po Box 5034 S7 SD 57117</i>		
8. KNOWN BONDHOLDERS, MORTGAGES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES (If there are none, so state. If more space is needed, list on back of this form.) <i>None</i>		
9. EXTENT AND NATURE OF CIRCULATION (See Instructions on reverse side)		
AVERAGE NO. COPIES EACH ISSUED PRECEDING 12 MONTHS		
A. TOTAL NO. COPIES (Net Press Run)	<i>58,395</i>	<i>58,924</i>
B. PAID AND/OR REQUESTED CIRCULATION		
1. Sales through dealers and carriers, street vendors and counter sales.	<i>51,339</i>	<i>51,595</i>
2. Mail Subscription (Paid and or requested)	<i>3,871</i>	<i>3,782</i>
C. TOTAL PAID AND/OR REQUESTED CIRCULATION (Sum of 9B1 and 9B2)	<i>55,210</i>	<i>55,377</i>
D. FREE DISTRIBUTION		
1. BY MAIL, CARRIER OR OTHER MEANS	<i>288</i>	<i>338</i>
2. SAMPLES, COMPLIMENTARY AND OTHER FREE COPIES	<i>48</i>	<i>74</i>
E. TOTAL DISTRIBUTION (Sum of C, D1 and D2)	<i>55,546</i>	<i>55,789</i>
F. COPIES NOT DISTRIBUTED		
1. Office use, left over, unaccounted, spoiled after printing	<i><53></i>	<i>153</i>
2. Return from News Agents	<i>2,902</i>	<i>2,982</i>
G. TOTAL (Sum of E, F1 and F2 - Should equal net press run shown in A)	<i>58,395</i>	<i>58,924</i>
SIGNATURE AND TITLE OF PUBLISHER, BUSINESS MANAGER OR OWNER <i>Arnold H. Garson</i> PUBLISHER		
I swear that the statements made by me above are correct and complete.		

State of South Dakota

s

County of Minnehaha



Sworn to before me this 2nd day of

October, 2001
Judy Wiese
Notary Public

My commission expires Nov. 3, 2006

To: Newspaper Listed Below

From: South Dakota Newspaper Association

Shown below is the information contained in the 2001 South Dakota Newspaper Association Directory in regards to your paper. Please make any corrections necessary by crossing out the incorrect information and listing the correct information on the right.

(You do not need to correct the circulation figure as we enter the information from your postal statement. Also, do not change the population and household figures.)

This information must be returned to the SDNA office (Box 8100, Brookings, SD 57006) no later than **Oct. 1, 2001**, or the information below will be printed in the 2002 directory.

•Sioux Falls

CITY POPULATION: 123,975
CITY HOUSEHOLDS: 49,731
COUNTY: Minnehaha
CO. POPULATION: 148,281
CO. HOUSEHOLDS: 57,996

The Argus Leader

200 S. Minnesota
P.O. Box 5034
Sioux Falls, SD 57117-5034

Telephone: (605) 331-2200
FAX: (605) 331-2340
E-Mail: editor@argusleader.com
HOME PAGE: www.argusleader.com

PERSONNEL:

Publisher: Arnold Garson (2250)
Exec. Editor: Randell Beck (2332)
Ad Dir: Bill Albrecht (2356)
Natl: Heidi Schrag (2385)
Retail: Mark Gallaher (2357)
Class: Catherine Forsch (2348)

SPECIFICATIONS:

Publication Days: Daily (a.m.)
Ad Deadline: Noon 2 days prior; Sun (Wed. 5 p.m.); Mon (Thurs 5 p.m.).
Page Size: 6 col. x 21.25"
Col. Width: 11 picas
Class Page: 10 col. x 6.9 picas

SPECIAL DAYS: Sun (Channels, Comics, Business) Mon (esection); Tues (Outdoor); Wed (Food, Shopping Leader/TMC); Fri (Scene/Entertainment, Racing); Sat (Real Estate Weekly).

CIRCULATION:

Daily: 56,246
Sunday: 75,218

SUBSCRIPTION (Annual):

In-State: \$228.80 plus sales tax *247.69*

Out-of-State: \$244.40 plus sales tax *262*

SINGLE COPY:

Daily: 50 cents includes sales tax
Sunday: \$1.50 includes sales tax

ADDL CIRCULATION:

Shopping Leader
Wednesday/Circ.: 20,000 *25,000*

Ad Deadline: Fri/11 a.m.

Channels

Sunday/Circ.: 75,218

IMPORTANT!

1. CIRCULATION AND SUBSCRIPTION

PRICES: Please indicate if sales tax is included in your price total:

Circulation Price:

Includes Sales Tax of %
Add on Sales Tax of 6 %

Single Copy Price

Includes Sales Tax of %
Add on Sales Tax of 6 %

2. If your classified columns are a different size than your news columns, and that information is not in your 2001 listing, please enter the number of columns and column widths (classified) below:

No. of Cols. 10 Column Width 6.9

3. If you have a publication for additional circulation and it was not shown in the 2001 directory, please enter the name and circulation here (Papers that are members of group TMC products please use the same circulation number in all references to the product.):

Name: _____

Circulation: _____

4. If you have a FAX machine, or if you have access to one, and it is not in your current directory listing, please enter your number in the space provided here:

FAX Number: _____

FAX Access: _____

5. E-Mail or Home Page Addresses: If your newspaper has an E-Mail or Home Page location on the Internet that you would like listed in the directory, please enter the information in the space provided:

E-mail Address: _____

Home Page: _____

6. Daily Newspapers: If you have a Sunday publication, please list your Sunday paid circulation total:

Sunday Paid Circulation: _____